

★ LEADERSHIP TRAINING INSTITUTE SEMINARS

NLC CONGRESSIONAL CITY CONFERENCE

March 12-13, 2011

FULL-DAY SEMINARS Saturday, March 12, 2011

L01 - Interrupting the Domino Effect: Facilitating the Public Meeting

9:00 am - 5:00 pm
Registration Fee: \$180
Competency: Collaborator
Think of your last council meeting. How did it go? As well as you expected? People regularly work in groups to achieve their collective goals, but they don't always work well together. Personalities often clash and conflicting agendas impede progress. An effective facilitation process will focus on creating group consensus while building group cohesion. Learn specific skills and techniques to draw out and process the groups input with the purpose of moving the discussion forward. Facilitation is not hardwired into peoples DNA; it is a learned skill set. Participate in case studies and problem solving exercises in a small group setting that explore techniques and skills required to successfully mediate group dialogue and achieve council goals.
Instructor:
Tom Matyok, Assistant Professor,
University of North Carolina -
Greensboro, Greensboro, NC

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MORNING SEMINARS Saturday, March 12, 2011

L02: You Won the Election Now What? 7 Key Tools Every Public Official Should Know

9:00 am - 12:00 pm
Registration Fee: \$120
Competency: Competent Practitioner
Most elected officials have spent many sleepless nights worrying about getting elected or re-elected. Once you have claimed victory, you need to determine how to run your office and conduct business. Politics alone is a full time job in addition to all your other responsibilities. How are you planning to accommodate all the requests for your time? How do you plan to respond to your constituents? From the front office to constituent services, from correspondence to scheduling, explore the best practices in forming a professional office that executes your vision and provides a uniform face for the public. Learn the skills necessary to ensure a well run office that will help you achieve your goals as a local leader.
Instructor:
Christine Piven, Director of
Scheduling, City of Philadelphia,
Philadelphia, PA

L03: Advancing Your Agenda to Successful Completion

9:00 am - 12:00 Noon
Registration Fee: \$120
Competency: Collaborator
You hold your leadership position in your community because you want to get something done, to make a difference. But it takes more than commitment to push a

worthy agenda through to successful completion. You need a strategy, a plan. Gain clarity about your objectives and hone your message. Map out a path to success built on collaboration and principle-centered leadership. Create meaningful change and leave a lasting legacy that is valued broadly by the people you lead and serve. Develop your leadership skills while working on a tactical plan to bring home and begin using immediately to pursue what is most important to you as a leader.
Instructor:
Michelle Poche Flaherty, Organizational Development Manager, City of Rockville, Rockville, MD

L04: Eco-Chic: Changing America's Landscape

9:00 am - 12:00 Noon
Registration Fee: \$120
Competency: Catalyst
Are we, as communities, contributing to the eco-health or demise of America's landscape? One of the challenges for modern communities is to create public green space and adopt a "waste not, want not" commitment to becoming caretakers for the environmental community, one step at a time. Individually and collectively we face a critical decision: to either implement green land use strategies and create eco-healthy spaces, or continue the use of practices that contribute to the decline of community eco-systems. Explore the skills and techniques that will take you from eco-weak to eco-chic, creating a legacy of healthy green spaces in your community.
Instructor:
Sylvia Hoehns Wright, Owner, The Wright Scoop, Glen Allen, VA

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AFTERNOON SEMINARS Saturday, March 12, 2011

L05: A Call to Order: Effective Parliamentary Procedure

1:30 pm - 5:00 pm
Registration Fee: \$120
Competency: Cornerstone
Accomplishing your leadership agenda depends on your ability to lead an inspiring meeting. Learn how to manage both basic and essential parliamentary processes from handling debates, motions, amendments, and taking votes. Through simulations, engage in the opportunity to exercise judgment and craft solutions based on the principles that have consistently governed the democratic process. Gain the necessary tools to create a fair and balanced atmosphere in meetings, where members can respectfully disagree, yet function in the best interest of the community at large. Sharpen and refresh your knowledge of the fundamentals of leading effective meetings. Rejuvenate your skills around advanced motions and how they impact the parliamentary procedure process.
"This is a core curriculum seminar recommended for all local leaders, whether you are new to NLC and the Leadership Training Institute or current participant wanting to build vital components of a

well-balanced leadership platform with a fresh perspective.

Instructor:
Colette Collier Trohan, CPP-T, PRP,
Parliamentarian and Trainer, Silver Spring, MD

L06: New Media: An Effective Way to Communicate Your Message

1:30 pm - 5:00 pm
Registration Fee: \$120
Competency: Communicator
Just when you thought you mastered the media, the rules have changed. New media, citizen journalists, blogs, twitter, facebook, and other news outlets are constantly evolving. Working with social media for can be overwhelming; however, it is an effective means of targeting constituents, especially younger generations. Learn the best way to communicate and control your message to avoid mistakes that can distract from your position or program. Explore how to create blogs, media-sites, along with social media models that are used in local government. Return to your community with the latest information on how social media works and why it will support you in your efforts at home.
Instructor:
Carolyn Sawyer, President, Tom Sawyer Company

L07: Hiring and Evaluating the CEO: What Councils and Managers Need to Know

1:30 pm - 5:00 pm
Registration Fee: \$120
Competency: Competent Practitioner
Selecting the manager or administrator for your city, town or village is arguably the most important decision you will make as an elected official. When it comes time to hire a new manager and/or evaluate your current manager the process can be overly politicized, rushed and mishandled due to lack of experience. Examine the role and working conditions of the elected officials and the city manager during the hiring and evaluation process. Do you know how to identify the key skills and experience that are possessed by a qualified manager? Learn the necessary steps to effectively recruit, interview, and evaluate a prospective manager. Understanding this process will place your administration on the path toward good governance.
Instructors:
Julia Novak, President, The Novak Consulting Group, Cincinnati, OH
Catherine Tuck Parish, The Novak Consulting Group, Rockville, MD

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FULL-DAY SEMINAR Sunday, March 13, 2011

L08: Local Action for Sustainable Economic Renewal

9:00 am - 5:00 pm
Registration Fee: \$180
Competency: Competent Practitioner
Gain knowledge and develop new skills for implementing innovative programs to address the current economic crisis.

Explore the key elements of a vibrant local economy and new ways to address difficult topics with your constituents. Learn about policies, programs, and best practices that have been successfully implanted in cities. Engage in short presentations, small group work, skill practices, and group exercises called the Community Change Game. Discover new ideas for economic development linked to the stimulus package, successful job creation strategies that simultaneously address social and environmental issues. Find out how to gain a new sense of confidence using concrete tools and techniques to introduce innovative economic practices and programs in your community. Understand how local action for sustainable economic renewal is increasingly essential to foster a vibrant local economy.

Instructor:
Gwendolyn Hallsmith, Director,
Planning and Community
Development, Montpelier, VT

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MORNING SEMINARS Sunday, March 13, 2011

L09: The Five Powers of Public Leadership

9:00 am - 12:00 pm
Registration Fee: \$120
Competency: Cornerstone
In public organizations leaders at all levels, take risks and make decisions, where total teamwork and imagination are the rule not the exception, where diverse teams learn to adapt, embrace and move on from change, and more importantly where teams learn to truly grow is found in the art of thinking...this is the public body of the future. This is the hard work of governing; learning to work together and make decisions. Learn how to enhance, expand, incorporate, and sharpen your abilities as a municipal leader. Examine how to take risks in a way that will push your objectives toward success while embracing the team and the challenges that come with it.
Instructor:
Malcom Chapman, President, The Chapman Group, Rapid City, South Dakota

L10: The Six Conversations that Matter: Building Accountability and Commitment

9:00 am - 12:00 pm
Registration Fee: \$120
Competency: Communicator
Conventional wisdom says that we should hold others accountable, when in fact we should stop holding people accountable and start believing in people's capacity to 'choose' accountability. Learn the skills necessary to change the conversation from patriarchy to chosen accountability; by doing so you open your community to new possibilities. Learn how to create a culture where accountability is chosen, and everyone acts and feels as an "owner" of the community and its efforts. Changing the architecture of accountability and

commitment means a change in the work, but also the structure, relationships, roles, and rewards in which the work is done.

Instructor:

Bill Brewer, Director of Client Relations, Designed Learning, Inc, Oxford, OH

L11: Public Engagement: The Vital Leadership Skill

9:00 am - 12:00 Noon

Registration Fee: \$120

Competency: Collaborator

How do you define civic engagement? A late Senator said, "Civic engagement is a device whereby public officials induce non-public officials to act in a way the public officials' desire". Throughout America, city leaders are learning that this rather cynical definition no longer works if it ever did. From budgets to land use, local elected officials are facing decisions of a scope they have never witnessed. Gain a better understanding of what public engagement really is and develop a framework to customize a plan for convening your own residents. Explore the definitions of the 'what', 'why' and 'how' of civic engagement in a way that will encourage a positive civic participation to meet the goals of your community. The intentional and legitimate engagement of your residents has never been more important.

Instructor:

Pete Peterson, Executive Director, Davenport Institute for Public Engagement and Civic Leadership-Pepperdine University, Malibu, CA
Ed Everett, Senior Fellow, Davenport Institute for Public Engagement and Civic Leadership-Pepperdine University, Malibu, CA

L12: Thinking, Planning & Acting Strategically: A Case Simulation for Local Government Leaders

9:00 am - 12:00 Noon

Registration Fee: \$120

Competency: Catalyst

Local government leaders and our municipalities are experiencing significant challenges in terms of achieving their community's desired goals. As the competition to attract economic development, jobs, and innovative industries continues, explore the balance of goals of growth, against those associated with quality of life. Those that are successful manage change through systematic calculated thinking and planning and link those plans with performance measurement and management systems. Explore what is working- and why- versus what is not working- and why- and how change and progress can be addressed. Examine different illustrated frameworks, tools and approaches to the development of strategic planning and performance management skills.

Instructor:

David Van Slyke, Ph.D., Professor, Maxwell School of Citizenship and Public Affairs, Syracuse University, Syracuse, NY

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AFTERNOON SEMINARS Sunday, March 13, 2011

L13 - Rethinking Public Leadership for the 21st Century

1:30 pm - 5:00 pm

Registration Fee: \$120

Competency: Cornerstone

The political and social environment for public leadership has been dramatically transformed over the last fifty years. Most of these environmental changes have been unplanned and largely unanticipated. How does a leader deal with this 'brave new world?' It starts with, 'How did we get here?' Challenge yourself to develop new habits in your changed climate. Explore a better understanding of the environment that you are leading in. Gain a better understanding of the guiding principles and strategies, tactics and habits needed to lead in this new environment. Learn the principles necessary to guide your thinking about the public that you lead.

Instructor:

Dr. Scott C. Paine, Chair, Department of Communications, University of Tampa, Tampa, FL

L14: How Can Small Towns Be Cool and Compete in the Global Economy?

1:30 pm - 5:00 pm

Registration Fee: \$120

Competency: Catalyst

'Cool Cities' has increasingly become a buzz-word among both community and economic development practitioners. Are small cities in pursuit of the creative class? The struggles and successes of larger cities are oftentimes amplified in smaller communities. Smaller communities bring residents together through commerce, education, and a sense of personal identity. Even big cities try to tap the power of small communities and the value and sense of place that small cities offer. After nearly two years of research that includes site-visits and work in more than 250 communities in 10 states, discover the results and best practices that will resonate with small community leaders. Exciting results that will make you say, "Why didn't I think of that?" Learn the core values that youth and residents seek in a community as a future place to live, work, and play. Learn trends and opportunities that can impact the future of your community.

Instructor:

David Ivan, Community and Economic Development Specialist, Michigan State University, St. Johns, MI

L15: Managing Your Media Message

1:30 pm - 5:00 pm

Registration Fee: \$120

Competency: Communicator

Learn how to develop, control and deliver persuasive messages to the media and constituents. Focus on constructing concise messages to improve clarity and build confidence in your relationship with the media. Through role-playing exercises, learn how to assert control in an interview and effectively answer both the anticipated and the unexpected questions. Strengthen your presentation abilities and identify how clear communication serves your constituents to better understand you as a leader. Discover practical ways to stay cool in the hot seat, deliver the intended message and convey the proper image. Improve your ability to work with the media and your day-to-day communications skills.

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Instructor:

Carolyn Sawyer, President, Tom Sawyer Company, Columbia, SC

L16 - Leadership during Challenging Economic Times

1:30 pm - 5:00 pm

Registration Fee: \$120

Competency: Competent Practitioner

One of the most challenging situations currently facing local elected officials and our city officials is leading effectively during strained economic times. Learn how to provide successful leadership during a recession by focusing on result-driven goals with a realistic action plan. Learn strategies to refocus the mission of the city with its service priorities, and how to streamline a process that produces results, adds value to the community and creates a sustainable community environment.

Instructor:

Lyle Sumeck, President, Sumak and Associates, Heathrow, FL

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★ LTI LUNCHEON ★ Sunday, March 13, 2011

L17: Leadership Luncheon

12:00 noon - 1:30 pm

Registration Fee: \$40

Platinum, Gold, Silver, & Bronze certificate recipients in the Certificate of Achievement in Leadership program will be recognized.

Facilitators:

Leadership Training Council

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CERTIFICATE OF ACHIEVEMENT IN LEADERSHIP PROGRAM

... The Certificate of Achievement in Leadership program provides local elected officials the ability to organize their professional development around critical skills necessary for effective municipal leadership. The program is built around five core leadership competencies for local elected officials, with each Leadership Training Institute Seminar addressing one of the following competency areas...

- (1) Cornerstone;
- (2) Competent Practitioner;
- (3) Communicator;
- (4) Collaborator;
- (5) Catalyst.

To obtain more information or enroll in the National League of Cities' Certificate of Achievement in Leadership program, just contact the Leadership Training Institute at (202) 626-3170 or email liti@nlc.org.

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